

# SUPPORTING THE VISION: IMPROVING THE EFFICIENCY OF ORGANIZATIONS THAT IMPROVE LIVES (PART I)

## CASE STUDY: RONALD MCDONALD HOUSE GREATER HUDSON VALLEY

MARCH 2019



# INTRODUCTION

Giveeffect's all-in-one system equips nonprofit organizations with the software needed to maximize their day-to-day functions and achieve their mission in innovate ways. Ronald McDonald House of the Greater Hudson Valley has improved their workflow and increased their donor engagement, room allocation reporting and much more by converting to Giveeffect and leveraging Giveeffect's 10-in-1 software.

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# RONALD MCDONALD HOUSE OF THE GREATER HUDSON VALLEY OVERVIEW

**Nonprofit:** Ronald McDonald House of the Greater Hudson Valley  
Years with Giveeffect: 3 (2016-2019)

## TECH STACK

Volunteers: Exceed Beyond, Meal Train, Google

CRM: Exceed Beyond,

Donation: Greater Giving

Email Marketing: Constant Contact,

Point of Contact: Christina Riley, Executive Director

## MISSION & VISION

### Mission

The Ronald McDonald House of the Greater Hudson Valley is committed to keeping families with sick or injured children close to each other and to the care and resources they need.

We achieve our mission through the quality, experience, and dedication of our staff and volunteers, as well as support from their community and local businesses.

### Vision

Their vision is to be recognized within the tri-state and Hudson Valley Region as an organization that makes a significant contribution to improving the lives of children and their families by:

1. increasing access to health care for families with children in need
2. ensuring efficient and effective use of resources to advance our mission
3. celebrating diversity of our people and programs
4. operating with accountability and transparency

# INCREASED EFFICIENCY: RESOURCE ALLOCATION

## **Problem:**

Ronald McDonald House of the Greater Hudson Valley developed a process around room allocation through multiple software systems. This results in additional manual entry, because information is being transferred between completely separate systems.

## **Solution:**

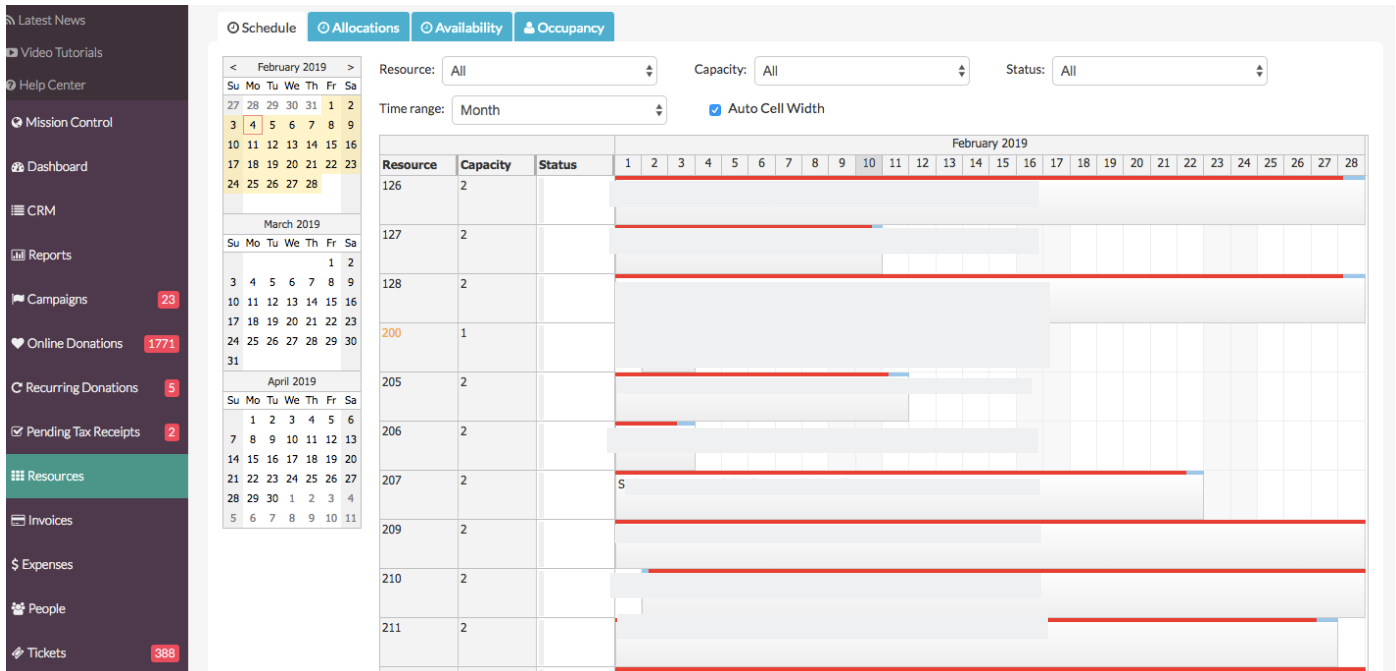
Giveeffect's Resources tab allows RMHGHV to check the occupancy of rooms, waitlists and needs of families staying at the facility all at once. Prior to using Giveeffect, RMHGHV used Exceed Beyond as their guest management tool, but had trouble with reporting. By creating specialized queries within the Giveeffect system, users are able to save specific queries for future use and gather information needed gather reports.

A challenge our clients face before converting to Giveeffect is the complexity of reporting tools. Oftentimes, team members struggle with creating custom queries or ensuring the proper data is captured as they gather final reports to share with their superiors. What Ronald McDonald House of the Greater Hudson Valley found is that the previous system they used excluded vital data needed when pulling reports, making it difficult to manage guests appropriately and efficiently.

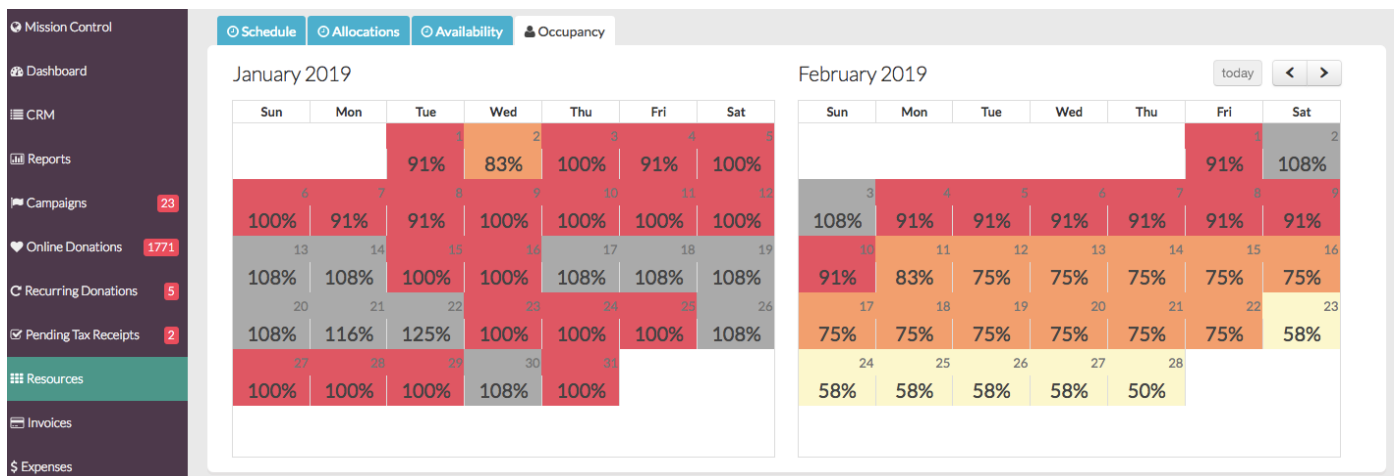
Giveeffect eliminates this problem with customized reporting which allows users to create and save queries and gather reports quickly.

Another benefit RMHGHV gained from utilizing Giveeffect was the ability to reduce the amount of software used to support their room allocation process and and volunteers. before, two different softwares were used to manually enter information about volunteers, families occupying the house and creating a schedule to ensure everyone was accounted for. With two systems that do not speak to each other there is no guarantee that duplicates will not be created.

# DETAILED RESOURCES OVERVIEW



Ronald McDonald House of the Greater Hudson Valley Room Allocations February 2019



Ronald McDonald House of the Greater Hudson Valley Room Allocation and Occupancy Rate January 2019 - February 2019

# ONLINE DONATION INCREASE

## Problem:

Ronald McDonald House of the Greater Hudson Valley perviously used Greater Giving to keep track of online donations, but had issues with reporting. Their donations fund resources for families that occupy the Ronald McDonald House while their children are being treated at the hospital.

## Solution:

Giveffect's Donations Database gives RMHGHV a 360 degree view of their constituents and tracks their donations regardless of what campaign they participated in. Within the donations database RMHGHV is able to send direct mail, tax receipts, and more to their donors.

Online donations have increased with the use of Giveffect's event system and creating pages for events and peer to peer campaigns. Campaign pages creates opportunities for donors, sponsors and volunteers to engage and easily donate to RMHGHV's major events such as their Annual Golf Outing and the Annual Dylan J. Hoffman Walk & Family Fun Day.

RMHGHV continues to exceed their fundraising goals and increasing their donations. Between 2017 and 2018, donations have increased

**2018 Annual Golf Outing**  
to benefit the Ronald McDonald House of the Greater Hudson Valley

**\$82,992**  
raised of **\$80,000** goal

103%

**CLOSED**

**About This Event**  
**\*\*RAIN OR SHINE\*\*** Join us at the beautiful Scarsdale Golf Club in the Westchester County for a wonderful day to support our efforts. The event is for critically ill children and their families in the Hudson Valley and beyond. Activities include foursomes, sponsorship opportunities and lunch-only reservations are available.

**2018 Dylan J. Hoffman Memorial Walk and Family Fun Day**

**Dylan J. Hoffman Memorial Walk & Family Fun Day**

**09. 30. 18**

GRAND MARSHALL  
**LIAM FLANAGAN**

**10**  
teams

**\$39,071**  
raised of **\$25,000** goal

156%

**CLOSED**

**About This Event**  
**SUNDAY SEPTEMBER 30**

Join us at the 4th Annual Dylan J. Hoffman Walk & Family Fun Day to benefit the Ronald McDonald House of the Greater Hudson Valley. Help us make a difference in the lives of families with critically ill children from the Hudson Valley & beyond. The Walk will be led by 6-year old Grand Marshall Liam Flanagan of Winddale, NY in Dutchess County. Participants will leisurely stroll around the Oval on the campus of the Westchester Medical Center. The event will be held Rain or Shine.

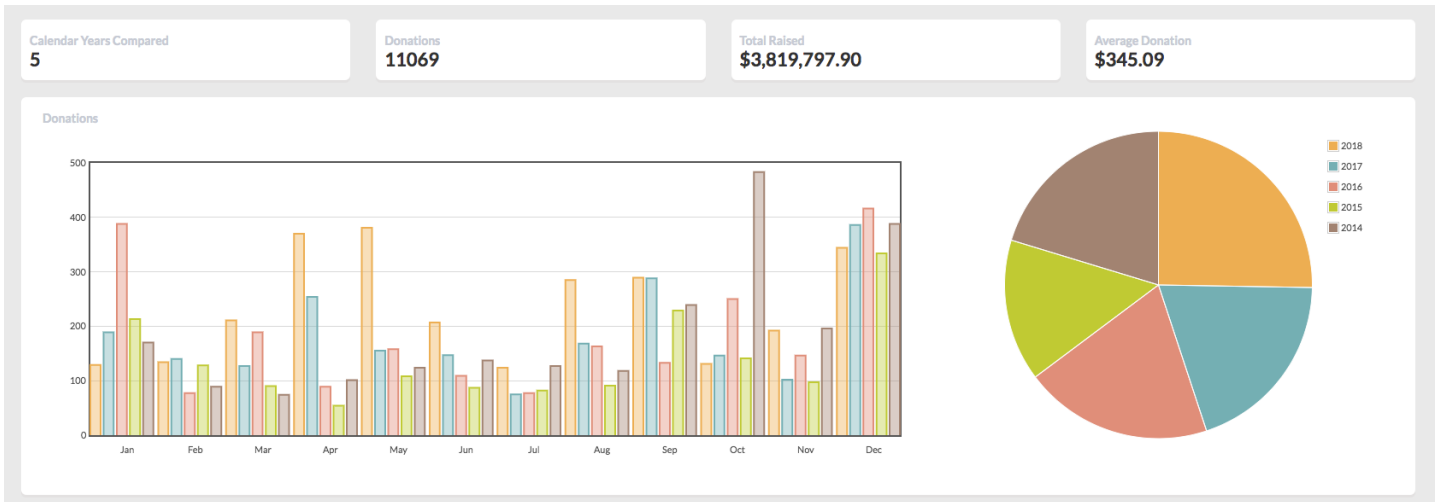
**\$30 fee**  
**Suggested Donation for a Family**  
Walk around the Westchester Medical Center campus in honor of Dylan Hoffman and in support of the Ronald McDonald House. After, enjoy the family fun activities and stay for the BBQ!

**\$100 fee**  
**Route Marker**  
Individual signage displayed along the Walk route. (Deadline for printed materials is September 10, 2018.)

**\$500 fee**

**Ronald McDonald House exceeded their fundraising goals for Annual Golf Outing and the Annual Dylan J. Hoffman Walk & Family Fun Day**

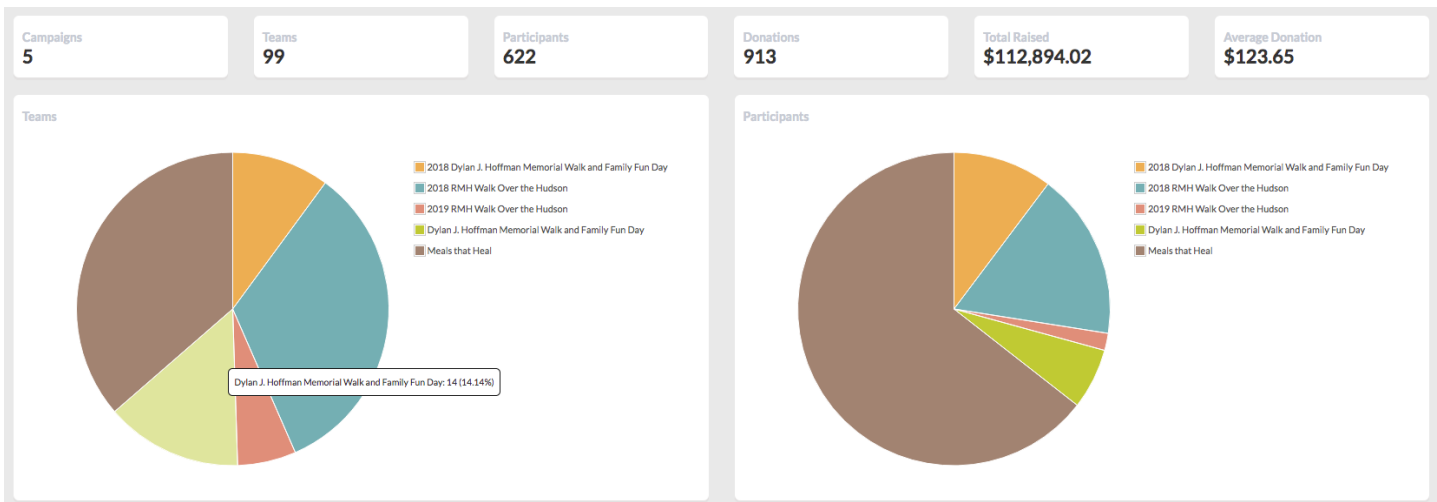
# INCREASED DONATION OVERVIEW



## Comparison of Ronald McDonald House of the Greater Hudson Valley Annual Donations 2014-2018

**Total Raised: \$3,819,797.90**

\*Please Note: Data from 2014 and 2015 was requested and imported into the system during the on-boarding process\*



## Annual Comparison of Ronald McDonald House of the Greater Hudson Valley Campaigns and Donation Amount Raised between 2018-2019

**Total Raised: \$112,894.02**

# CONCLUSION

## Impeccable Constituent Engagement:

Implementing the right software is essential for the success of your nonprofit organization. Systems that don't speak to your mission and vision hinders efficiency and makes it difficult to operate with accountability and transparency. The 360 degree view that Giveeffect provides allowed RMHGHV to get a complete view of their constituents, engage them through campaigns to increase online giving, and easily pull reports to support their staff and volunteers.

Ronald McDonald House of the Greater Hudson Valley relies heavily on the assistance of their committed volunteers and community to better serve families who are experiencing difficult times in their lives. By providing shelter for families at a reduced cost while children are undergoing medical attention, RMH gives families hope and a sense of security as they support their children.

RMHGHV continues to serve families that are supporting their children's medical needs, but also makes it a priority to ensure that those families have shelter and resources at a low-cost close to their hospitalized child. Allocating resources for multiple families and managing hundreds of volunteers can be difficult tasks. Even their volunteers have witnessed firsthand the impact of having the adequate room and staff to keep operations running smoothly. Volunteers have seen both sides of RMHGHV's mission serving as a volunteer and being in need of their services.

The driving force behind RMHGHV's success is their impeccable constituent engagement. The increased levels of engagement continues to provide support for families and expand RMH's reach throughout the Hudson Valley region. With the power of an automated system and a streamlined process of allocating resources, RMH is able to provide their constituents with services and opportunities to give back.

ID	First Name / Last Name	Contact	Groups	Donations	Total	Average	Largest / Date	Latest / Date	Volunteer	Hours	Created / Updated
7472	Harry Smith	h.smith@gmail.com T: 3576897034	2019 VIP Contacts Georgia Givers region 2	0	\$0.00				0	0	Nov 06, 2018 4 days ago

**Giveeffect's Constituents tab allows RMHGHV to get a detailed view of their constituent's donation history and volunteer hours. As profiles are being created, RMHGHV can gather even more detailed information in their contact profile!**